

## Description of Ads

### New Ad Campaign: “Front Lines”

#### “Front Lines - Doctor”



Rationale: Over the last two decades, the prevalence of overweight children in California has doubled. Among adolescents, the prevalence has tripled, and one-third of California kids age 9 to 11 are overweight or at risk of becoming overweight. California children are increasingly suffering from nutrition-related illnesses that normally occur in adulthood, diseases such as obesity, type 2 diabetes and pre-hypertension.

To stress the gravity of the obesity issue, this ad depicts a doctor, who is on the “front lines” of childhood obesity. It features a physician describing a patient, Cheryl, who has type 2 diabetes and high blood pressure, which, as the ad explains, is fairly typical for an overweight woman in her 60s. However, the doctor then reveals that she is a pediatrician and her patient, Cheryl, is only 12 years old, adding an element of surprise and sobering reality to the situation.

This ad stresses the urgency of the childhood obesity epidemic, and calls upon parents to also be at the forefront of improving and protecting their children’s health. The ad ends with the poignant tagline, “Childhood obesity, don’t take it lightly.”

Target Audience: This ad targets Food Stamp recipients and other low-income women with children, and encourages them to be proactive about their children’s health and to eat more fruits and vegetables, and be physically active every day.

Language: English and Spanish

## **“Front Lines - Teacher”**



**Rationale:** As the prevalence of obesity continues to increase among Californians, it has become imperative to motivate adults and children to move toward a healthier lifestyle. California children are increasingly suffering from nutrition-related illnesses that normally occur in adulthood, diseases such as obesity, type 2 diabetes and pre-hypertension.

The *Front Lines* ad campaign is designed to reach low-income parents and motivate them to make healthy eating and physical activity a priority for their children and the entire family. The campaign puts parents' most trusted sources—doctors and teachers—on the “front lines” of the obesity issue.

In the *Front Lines* Teacher ad, the teacher talks about her concern over the number of overweight children in her classroom. She explains that people would be outraged if children were coming down with some killer disease, but there's no reaction to the growing number of students in her class who are overweight and face serious health risks as a consequence. The ad underscores the seriousness of overweight among California's children and the need for immediate action.

Featuring respected professionals who have extensive contact with children elevates the importance and urgency of the message that unhealthy eating and physical inactivity are having a deleterious effect on the health of our children. The ad ends with the poignant tagline, “Childhood obesity, don't take it lightly.”

**Target Audience:** This ad targets Food Stamp recipients and other low-income women with children, and encourages them to be proactive about their children's health and to eat more fruits and vegetables, and be physically active every day.

**Language:** English and Spanish